DRI, Power join up to sell data

DETROIT — Data Resources Inc. and J.D. Power and Associates have announced plans to market information services.

DRI is an economic forecasting company, and Power is an automotive market consulting firm.

The two companies said they already have collaborated on four projects — the Power Report, the North American Light-Vehicles Service, the OEM Auto Supplier Service, and the Power California Forecast. They plan to develop other projects.

J. David Power III, who founded the California consulting firm, said one project may be an automotive transactional price index.

John H. Hammond Jr., who recently joined J.D. Power and Associates as a partner, will be responsible for joint-venture products. Prior to joining Power, Hammond spent five years at DRI, where he was a vice president and automotive econometrician.

Joint-venture forecast-service income is currently estimated at $750,000 and is expected to double to $1.5 million within 18 months, Power said.

RETAIL OUTLETS, U.S. MAKES OF PASSENGER CARS 1987 vs. 1986

	Jan. 1, 1987 Exclusives (Within Corp.)	Multiples (Within Corp.)	Total Franchises	Net Dealers	Jan. 1, 1986 Exclusives (Within Corp.)	Multiples (Within Corp.)	Total Franchises	Net Dealers
AMERICAN MOTORS-RENAULT	131	2,436	2,567	1,349	156	2,530	2,686	1,421
AMC	91	1,218	1,309		103	1,265	1,368	
Renault	40	1,218	1,258		53	1,265	1,318	
CHRYSLER CORP.	959	8,098	9,057	4,023	954	8,031	8,985	4,003
Chrysler	0	3,064	3,064		0	3,049	3,049	
Dodge	950	2,010	2,960		945	1,982	2,927	
Plymouth	9	3,024	3,033		9	3,000	3,009	
FORD MOTOR CO.	2,719	6,265	8,984	5,460	2,780	6,247	9,027	5,517
Ford	2,706	1,908	4,616		2,769	1,913	4,682	
Lincoln	0	1,617	1,617		0	1,598	1,598	
Mercury	11	2,740	2,751		11	2,736	2,747	
GENERAL MOTORS	4,970	10,720	15,690	9,680	5,080	10,715	15,795	9,830
Buick	700	2,250	2,950		710	2,250	2,960	
Cadillac	250	1,365	1,615		255	1,360	1,615	
Chevrolet	2,865	2,110	4,975		2,940	2,110	5,050	
Oldsmobile	625	2,550	3,175		625	2,565	3,190	
Pontiac	530	2,445	2,975		550	2,430	2,980	
VOLKSWAGEN	878	0	878	878	877	0	877	877
TOTALS	9,657	27,519	37,176	21,390	9,847	27,523	37,370	21,648
Minus intercorporate duals				985				975
NET DEALERS				20,405				20,673

Copyright, 1987, Automotive News

CENSUS

FROM PAGE 1

72 for American Motors-Renault. The combined loss of 258 grew to 268 because of a change in the number of intercorporate duals.

All figures in this article and in the accompanying tables signify the net change in the dealership population, both for the individual corporations and car lines and for the domestic industry as a whole.

As noted, the dealer count has dropped in 28 of the last 30 years. During that period, the total has fallen from 37,982 to 20,405, a decline of 46 percent.

The reasons are many and varied. There was considerable overdealering in the immediate post-World War II period, and many of those outlets did not survive the tougher sales climate of later years.

At every company, the trend has been toward fewer but larger dealerships. Today, the movement is toward megadealerships, huge operations with many franchises and several high-volume locations.

And there has been a tremendous change in the makeup of the dealership population. At the beginning of 1957, only 4.5 percent of the domestic outlets carried a line of imported cars. Today, 60 percent of the domestic dealerships also have an imported make in the showroom, either a captive or an independent.

Little more need be said about the importance of imports to a dealership's survival.

Putting those percentages into numbers, 1,707 of the 37,982 domestic stores had an import on Jan. 1, 1957. Now, 12,218 of 20,405 handle imports along with their domestic models. The captive total took a big jump in mid-1957 when some 5,500 Buick and Pontiac dealers began stocking GM's imported Opel and Vauxhall lines.

In 1986, the dealership declines were light in the first and fourth quarters, heavier in the second and third. By quarters, the dips were 25-77-127-39. Here are the quarterly totals:

Jan. 1, 1986	20,673
April 1, 1986	20,648
July 1, 1986	20,571
Oct. 1, 1986	20,444
Jan. 1, 1987	20,405

Six of 14 makes in the domestic census showed increases in franchise totals for 1986. All three Chrysler Motors makes were up, and Dodge's advance of 33 led the industry. There were lesser gains for Plymouth, Chrysler, Lincoln, Mercury and Volkswagen.

Lincoln passed Cadillac in the franchise count. The Jan. 1 figures were Lincoln, 1,617; Cadillac, 1,615. A year earlier, it was Cadillac, 1,615; Lincoln, 1,598.

Cadillac's franchise total was unchanged for the year, and there were declines for Chevrolet, Ford, Renault, American Motors, Oldsmobile, Buick and Pontiac. The steepest losses were posted by Chevrolet, down 75; and Ford, down 66.

As noted, Chrysler Motors boosted its dealer total for the fourth consecutive year. The 1986 advance of 20 outlets followed gains of 15 in 1985, 124 in 1984 and 227 in 1983. The company's dealer count has risen in 15 of the last 17 quarters, and one of the two non-gainers was a no-change quarter.

In addition to its 4,023 car dealerships, Chrysler Motors has three that handle only Dodge trucks. They are not included in the corporate dealership total or the Dodge car-franchise total.

Ford Motor Co.'s dip of 57 outlets in 1986 compared with a drop of 47 in 1985. The total was up 56 in 1984 and up 94 in 1983.

Ford Motor has 113 dealerships that handle only Ford heavy-duty trucks. They are not included in the corporate car-dealership figure or in the Ford Division car-franchise count.

GM's decline of 150 dealerships last year was a bit higher than 1985's loss of 135. GM's car dealership figure is 9,680. The corporate total is 10,235 including GMC truck outlets that do not handle any of the corporation's cars.

The AMC-Renault total was down 72 for the year, but two-thirds of that loss (49) occurred in the second quarter. The 72-outlet decline compared with a dip of 44 in 1985.

AMC has 726 duals with Big Three makes of cars, and Renault is included in 93 percent of them. The AMC-Renault car-dealer total is 1,356; the corporate count rises to 1,472 with the inclusion of Jeep outlets that do not handle either line of cars.

Volkswagen's gain of one dealership in 1986 followed a dip of 22 in 1985. VW has an estimated 170 duals with Big Three cars and with AMC-Renault.

NEW-CAR OUTLETS
U.S. and Import

	No. of Retail Outlets	Pct. Gain or Loss from Previous Year
Jan. 1, 1957	39,136	n/a
Jan. 1, 1958	39,108	−0.1%
Jan. 1, 1959	37,558	−4.0%
Jan. 1, 1960	36,336	−3.3%
Jan. 1, 1961	34,803	−4.2%
Jan. 1, 1962	33,461	−3.9%
Jan. 1, 1963	33,308	−0.4%
Jan. 1, 1964	33,291	−0.1%
Jan. 1, 1965	33,360	+0.2%
Jan. 1, 1966	33,114	−0.7%
Jan. 1, 1967	31,584	−4.6%
Jan. 1, 1968	31,101	−1.5%
Jan. 1, 1969	31,076	−0.1%
Jan. 1, 1970	30,842	−0.8%
Jan. 1, 1971	30,314	−1.8%
Jan. 1, 1972	30,150	−0.5%
Jan. 1, 1973	30,094	−0.2%
Jan. 1, 1974	29,998	−0.3%
Jan. 1, 1975	29,701	−1.0%
Jan. 1, 1976	29,309	−1.3%
Jan. 1, 1977	28,744	−1.9%
Jan. 1, 1978	28,656	−0.3%
Jan. 1, 1979	28,512	−0.5%
Jan. 1, 1980	27,891	−2.2%
Jan. 1, 1981	26,333	−5.6%
Jan. 1, 1982	25,703	−2.4%
Jan. 1, 1983	24,729	−3.8%
Jan. 1, 1984	24,721	−0.0%
Jan. 1, 1985	24,724	+0.0%
Jan. 1, 1986	25,104	+1.5%
Jan. 1, 1986	24,823*	+0.4%
Jan. 1, 1987	25,156	+1.3

* — Revised

Copyright, 1987, Automotive News

Import increase offsets U.S. dip; dealer total rises

Gains by imports pushed the number of new-car dealerships in the United States to 25,156 on Jan. 1, 1987, up 1.34 percent from 24,823 at the beginning of 1986.

The annual Automotive News tabulation found an increase of 601 outlets handling only imported cars. That more than offset a decline of 268 in those selling domestic makes. Thus, the increase for the year was 333.

The 25,156 total consists of 20,405 outlets for domestic cars and 4,751 that carry only imports.

There were 16,969 dealerships stocking imported cars on Jan. 1, 1987, but 12,218 of them also handled domestic lines and were counted in the domestic total.

At the beginning of 1986, the overall total of 24,823 was made up of 20,673 domestic dealerships and 4,150 import-only locations.

The import outlet total was 16,392, of which 12,242 were import-domestic duals that were included in the domestic figure.

Last year marked the third consecutive increase in the combined import-domestic dealer total. The count rose by three outlets in 1984 and by 99 in 1985.

CLASSIFIEDS

CARS WANTED

DAMAGED AND WRECKED cars wanted. Mercedes, Rolls Royce, BMW, Porsche, Jaguar, Ferrari, Fantera. Any & all exotics. Will pickup anywhere. B-J Sales, Inc., PO Box 115358, Atlanta, GA 30310. 404-758-4500.

CARS WANTED

WANTED USED CARS, pass. vans, cargo vans, cube vans for used car daily rental company. Immediate cash. Pick up anywhere. Call: 718-779-3355, Mr. Scott with details & quantity.

Wanted
1987 VOLVOS
All Makes & Models
Top Prices Paid
Contact: Jason Tobias
617-458-8000

WANTED
Volvo, Volkswagen,
Jaguar, Porsche,
Ferrari & Jeep
WE PAY ALL THE MONEY IN THE WORLD
Call: Steve Nackt
305-447-8660

HYUNDAI'S WANTED
Will Pay Full List Price
Call Michelle
PARAGON HYUNDAI
718-626-0220

ALLANTE'S WANTED
Present Stock/Future Stock
WE WILL PAY FULL LIST PRICE!!!
Call: Joel Goldsmith
718-526-8100
GOLDSMITH CADILLAC

IMPORT DAYS' SUPPLIES

	Feb. 1, 1987	Jan. 1, 1987	Feb. 1, 1986
Spectrum	130	89	215
Sprint	141	131	89
Chevrolet	134	102	148
Chrysler Corp.	131	84	79
Acura	54	38	0
Honda	8	4	9
Isuzu	157	71	79
Mazda	74	31	26
Mitsubishi	127	64	21
Nissan	76	60	34
Subaru	74	49	23
Toyota	35	12	8
JAPAN	65	36	30
Audi	256	134	80
BMW	54	50	52
Mercedes-Benz	32	19	23
Merkur	190	127	104
Porsche	81	43	76
VW	157	96	80
GERMANY	100	51	61
Alfa Romeo	50	60	45
Hyundai	29	16	0
Jaguar	43	8	26
Peugeot	69	50	72
Renault	0	0	281
Saab	47	44	56
Volvo	28	274	47
Yugo	50	32	26
Other Countries	34	38	49
Total Import Cars	62	38	36
Isuzu	115	76	122
Mazda	70	42	37
Mitsubishi	76	85	23
Nissan*	109	82	67
Suzuki	31	19	0
Toyota	67	34	28
Chrysler	126	89	69
Total Imp. Trucks	85	53	48
Total Imp. Vehicles	68	42	39

*Includes domestic trucks.

DOMESTIC DAYS' SUPPLIES

	Feb. 1, 1987	Jan. 1, 1987	Feb. 1, 1986
Alliance	202	112	121
Encore	0	0	166
Total Renault	202	112	135
Eagle	96	46	111
Total AMC	96	46	111
AMERICAN MTRS.	186	102	131
Horizon	94	50	93
Sundance	101	76	0
Turismo	295	99	110
Reliant	115	45	62
Caravelle	130	46	118
Plymouth	154	57	112
Total Plymouth	119	56	83
Laser	186	135	136
LeBaron K	107	43	125
LeBaron J	106	89	0
LeBaron GTS	167	83	117
Fifth Avenue	133	70	85
New Yorker	223	79	86
Total Chrysler	147	72	107
Omni	96	50	87
Shadow	92	51	0
Charger	263	159	104
Daytona	192	133	91
Aries	109	44	68
Lancer	149	119	163
Diplomat	123	69	82
Dodge 600	142	57	127
Total Dodge	123	62	97
CHRYSLER MTRS.	127	62	96
Escort	131	46	34
Mustang	78	46	94
Tempo	118	57	60
Taurus	80	33	78
Thunderbird	76	40	84
LTD	0	0	64
Crown Victoria	105	41	83
Total Ford Division	99	43	59
Lynx	153	61	50
Topaz	130	68	64
Sable	120	42	61
Cougar	103	33	78
Capri	0	5	168
Marquis	0	0	69
Grand Marquis	87	27	72
Total Mercury	113	41	69
Continental	71	21	56
Lincoln	62	19	41
Mark VII	80	36	55
Total Lincoln	66	22	45
Total L-M Division	99	34	62
FORD MOTOR CO.	99	40	60
Skyhawk	247	131	98
Somerset Regal	199	124	126
Century	110	59	107
Regal	159	102	161
LeSabre	114	74	96
Electra	108	66	124
Riviera	63	97	71
Total Buick	130	81	115
Cimarron	165	78	59
Seville	54	65	63
Cadillac	104	56	58
Eldorado	55	89	60
Total Cadillac	93	80	59
Chevette	51	53	79
Nova	188	143	99
Cavalier	100	92	51
Citation	0	0	66
Camaro	146	132	135
Celebrity	94	46	79
Corsica/Beretta	—	11	0
Monte Carlo	153	99	130
Chevrolet	103	58	130
Corvette	135	80	93
Total Chevrolet	113	73	87
Firenza	184	163	102
Calais	107	83	161
Cutlass Ciera	81	51	84
Cutlass Supreme	131	99	110
Olds 88	103	59	92
Olds 98	139	77	89
Toronado	120	115	83
Total Oldsmobile	105	70	96
Fiero	200	148	157
1000	116	121	113
Sunbird	122	105	58
Firebird	142	80	109
Grand Am	48	33	43
6000	96	59	70
Bonn./Gr. Prix	222	125	90
Grand Prix	0	0	125
Parisienne/Bonn.	135	74	158
Total Pontiac	102	69	86
GENERAL MTRS.	110	72	91
VOLKSWAGEN	178	81	85
HONDA	7	4	19
NISSAN	92	54	27
TOYOTA	130	46	0
DOM. TOTAL	105	56	82
Subcompact	102	57	67
Compact	117	71	75
Intermediate	103	54	94
Standard	108	57	106
Luxury	86	53	71

INVENTORIES

FROM PAGE 1

sold 332 units this year, but made no cars in the United States in February a year ago.

The Feb. 1 inventory of 1,734,299 domestic cars was the highest unit total for that date since 1979. The days' supply was the highest since 1982, when it was 107, according to Automotive News data.

Stocks of unsold imported cars also grew in January. On Feb. 1 they totaled 471,547 units, up substantially from a year earlier when the figure stood at 329,798 units, and up slightly from Jan. 1 when there were 463,165 imported cars not yet sold.

Imported cars in stock on Feb. 1 represented a 62-day supply, compared with a 39-day supply a year before and 38-day at the close of December.

The inventory of imported trucks on Feb. 1 was 206,132 units, or an 85-day supply, up from 202,207 (53 days) on Jan. 1 and 124,781 (48 days) on Feb. 1, 1986.

The car and truck combined inventory represented a 68-day supply compared with 42 days a month earlier and 39 days a year earlier.

Inventories of domestic cars by company as percentages of the total shaped up this way in January: General Motors, 56.92; Ford Motor Co., 23.79; Chrysler Motors, 15.03; Nissan, 1.33; Volkswagen, 1.11; American Motors, 1.00; Toyota, 0.50; and Honda, 0.32.

A month earlier, the shares were: General Motors, 59.81 percent; Ford Motor, 21.46 percent; Chrysler Motors, 14.55 percent; Nissan, 1.16 percent; Volkswagen, 1.15 percent; American Motors, 1.13 percent; Toyota, 0.47 percent; and Honda, 0.27 percent.

A market analyst at Ford Motor Co. offered some insight into that company's production philosophy as it relates to inventories.

On Feb. 1, imported-car inventories were divided by nation of origin his way: Japan 71.61 percent; Germany 17.00 percent and other countries 11.39 percent.

A month earlier, the by-nation shares looked like this: Japan 69.14 percent; Germany 18.29 percent and others 12.57 percent.

January sales dip in Canada

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

Sales of domestic new cars in Canada dropped 20.5 percent, or nearly 10,000 units, in January compared with January 1986.

Truck sales also declined in January. The total was 3.1 percent below the year-earlier figure.

Canadian new-car and truck dealers delivered 38,570 cars and 22,981 trucks in January compared to 48,563 cars and 23,727 trucks in January 1986.

American Motors, Chrysler Motors and Ford Motor Co. continued to offer incentives last month on small cars and light-duty trucks.

AMC and Ford were the only automakers to post car sales gains in January. AMC sold 1,039 cars last month, up 10.53 percent from 940 in January 1986. Ford sold 11,385 cars in January, up 1.09 percent from 11,262 a year ago.

Sales of Chrysler Motors' cars fell 22 percent last month despite the continuation of incentives on K-cars. Chrysler sold 7,880 cars, compared with 10,106 in January, 1986.

General Motors car sales dropped 31.05 percent last month, falling to 17,701 from 25,673 in January 1986.

"We're calling it a temporary stalling in the marketplace," a GM of Canada spokesman said.

CANADIAN SALES

	Jan. 1987	Jan. 1986	Pct. Change	1 mon., 1987	1 mon., 1986	Pct. Change
AMC						
Cars	1,039	940	+10.51	1,039	940	+10.51
Jeeps	1,377	1,225	+12.40	1,377	1,225	+12.40
CHRYSLER						
Cars	7,880	10,106	−22.02	7,880	10,106	−22.02
Trucks	3,776	3,966	−4.79	3,776	3,966	− 4.79
GM						
Cars	17,701	25,673	−31.05	17,701	25,673	− 31.05
Trucks	9,140	10,082	−9.34	9,140	10,082	−9.34
FORD						
Cars	11,385	11,262	+1.09	11,385	11,262	+ 1.09
Trucks	8,688	8,454	+ 2.76	8,688	8,454	+ 2.76
VOLVO						
Cars	565	582	− 2.92	565	582	− 2.92
TOTAL CAR	38,570	48,563	−20.57	38,570	48,563	− 20.57
TOTAL TRUCK	22,981	23,727	− 3.14	22,981	23,727	+ 3.14

Pontiac Grand Am and Oldsmobile Delta 88 were GM's best-selling models in January.

Volvo car sales also fell last month. The Swedish carmaker sold 565 cars in January, off 2.92 percent from 582 a year-ago.

Ford and AMC were the only makers to post gains in truck sales. Jeep dealers in Canada sold 1,377 units last month, up 12.4 percent from 1,225 a year earlier.

Ford sold 8,688 trucks in Canada last month, up 2.76 percent from 8,454 in 1986. Ford continued to offer incentives on its Ranger model during January.

GM sold 9,140 trucks last month, off 9.34 percent from a year earlier when it sold 10,082 trucks. Chrysler sold 3,776 trucks during the month, down 4.79 percent from last year when 3,966 were sold.

MARKET SHARES
January 1987

Cars	
General Motors	45.90%
Ford Motor Co.	29.51%
Chrysler Motors	20.43%
American Motors	2.70%
Volvo	1.46%
Trucks	
General Motors	39.77%
Ford Motor Co.	37.80%
Chrysler Motors	16.43%
Jeep	6.00%

Korea's new policies shake up industry

By Andrew Tank
STAFF CORRESPONDENT

SEOUL, South Korea — The liberalization of the South Korean auto market is causing a dramatic shake-up of domestic automakers.

Since Jan. 1, Korean auto firms have been permitted to sell any type of vehicle. This comes on the heels of a five-year, state-controlled carve-up of the vehicle market, which restricted firms to selling certain types of vehicles.

January sales figures show domestic sales up 30 percent over last year, but the bonanza is shared unevenly. Daewoo Motor Co. increased sales almost 75 percent, Hyundai Motor Co.'s sales rose more than 45 percent, while Kia Motor Co.'s sales fell 3.9 percent.

Daewoo's success is due to its export-quality LeMans subcompact. Kia's decline is due to the termination of its monopoly on small commercial vehicles.

The most significant development in terms of the international market is the early success of Hyundai's light-duty commercial vehicles. The vehicles are expected to be exported once they are proved at home.

In January, Hyundai took orders for more than 1,100 Grace minibus/van vehicles, sold more than 900 one-ton Porter trucks, and started selling its 2.5-ton Mighty truck. It also sold 5,000 subcompacts (Excel and Presto) and 2,800 mid-sized Stellar, Sonata and Grandeur cars. The company sold 9,668 vehicles last month, up from 6,600 in January 1986.

Meanwhile, Daewoo last month sold almost 3,000 subcompacts (LeMans and Maepsy), 1,300 mid-sized cars (Royal Salon, Prince Salon) and 650 other vehicles. Daewoo also started marketing its Elf-II 2.5-ton truck.

In contrast, Kia's market share has been severely hit. It managed to hold on to customers for its popular Besta minibuses/vans and even to post an 8-percent sales increase over January 1986. But sales of its one-ton trucks fell 12 percent to 2,800, and sales of 2.5-ton trucks fell 42 percent to 430 compared with January last year.

CHRYSLER

FROM PAGE 1

over here is selling some cars that say Dodge on them and they may or may not do the things that we need?" Robertson asked.

"Just to be absurd," he said, "if they were to do a sporty-looking car with a velour interior and opera lamps, it would clearly make the wrong statement for Dodge.

"Not that I'm suggesting these guys are crazy. Far from it. But there is some serious discussion about how much synergy we want to have."

The management of Mitsubishi products sold in Dodge and Plymouth showrooms currently is handled by a designated staff within Chrysler Motors Import Operations.

Marketing has stressed their Japanese origin and is aimed at the so-called import buyer.

Mitsubishi Motors Corp. does not favor merging management of its imports into the brand structure, according to Robertson.

"MMC has expressed concern that if we simply swept their products into the rest of the array, they would not get the special attention and the focus they get as a discrete function," Robertson said. "MMC would prefer to deal with a dedicated group whose interests are purely the distribution of MMC products."

Discussions regarding retaining management of the imports as a separate function have included the possibility of housing the Mitsubishi line in a separate showroom.

"Let's say you really wanted to separate them and dedicate your attention to them," Robertson said. "Then, would you be better off merchandising them as a separate franchise? We've talked about that. They're just ongoing conversations about would this make sense or would that make sense.

"My personal guess is that we will not do a separate import franchise. That we will continue to sell under domestic brand names and work as hard as we ever have to try to slot them in," Robertson said.

Dealer sources indicated that some dealers had been approached about their willingness to establish a separate import showroom on a test-market basis. The proposal, however, has apparently not been acted on, dealer sources said.

Robertson said the debate over positioning the imports is being played out against a backdrop of increasing international competition. Customers can no longer simply claim to be shopping for a Japanese import vs. a domestic vehicle.

"If people used to go shopping for a Japanese import rather than just a car or a domestic car, I don't know what they are doing these days now that there are Brazilian imports, Korean imports, joint-venture cars, transplant cars and we at Chrysler are bringing in cars from Canada and Mexico," Robertson said.

"The whole thing has become so much more complicated. And that's the scenery against which all of these discussions are played out: Do you want to be seen as an import franchise or a domestic franchise?"

U.S. IMPORT SALES

	Jan., 1987	Jan., 1986	1 Mon., 1987	1 Mon., 1986
ACURA	5,667	0	5,667	0
Integra	3,533	0	3,533	0
Legend	2,134	0	2,134	0
ALFA ROMEO	511	404	511	404
AUDI	2,072	5,113	2,072	5,113
4000S	351	996	351	996
4000CS Quattro	207	396	207	396
5000S	1,057	2,679	1,057	2,679
5000CS Turbo	175	597	175	597
5000CS Turbo Quattro	185	207	185	207
Coupe GT	97	238	97	238
BMW	5,013	6,044	5,013	6,044
318i	1	268	1	268
524 TD	5	224	5	224
325	3,470	3,534	3,470	3,534
528e	786	818	786	818
535i/535iS	376	498	376	498
635CSI	142	230	142	230
735/L-7	231	472	231	472
M-Series	2	0	2	0
CHEVROLET	9,928	9,981	9,926	9,981
Spectrum	6,056	4,763	6,056	4,763
Sprint	3,872	5,218	3,872	5,218
CHRYSLER/MITSUBISHI	8,703	11,871	8,703	11,871
Colt	6,019	8,969	6,019	8,969
Conquest	648	449	648	449
Vista	2,036	2,453	2,036	2,453
HONDA	20,482	37,018	20,482	37,018
Civic/CRX	9,734	21,663	9,734	21,663
Accord	6,705	8,790	6,705	8,790
Prelude	4,043	6,565	4,043	6,565
HYUNDAI	18,006	0	18,006	0
ISUZU	1,950	2,884	1,950	2,884
I-Mark	1,015	1,737	1,015	1,737
Impulse	935	1,147	935	1,147
JAGUAR	1,057	1,011	1,057	1,011
XJ6	820	791	820	791
XJS	237	220	237	220
MASERATI	60	125	60	125
MAZDA	11,043	18,993	11,043	18,993
323	3,972	7,069	3,972	7,069
626	4,558	8,065	4,558	8,065
RX-7	2,513	3,859	2,513	3,859
MERCEDES BENZ	6,124	7,692	6,124	7,692
190	1,357	1,888	1,357	1,888
260E	256	0	256	0
300	1,682	3,074	1,682	3,074
300SDL Turbo	448	517	448	517
420SEL	908	0	908	0
560SEL	466	484	466	484
560SL	854	841	854	841
560SEC	115	123	115	123
Tourist	38	84	38	84
MERKUR	410	1,075	4103 5	1,075
MITSUBISHI	2,236	4,090	2,2[illegible]	4,090
Starion	234	493	234	493
Cordia	180	412	180	412
Tredia	194	886	194	886
Mirage	728	1,142	728	1,142
Galant	710	1,157	710	1,157
Van/Wagon	280	0	280	0
NISSAN	36,000	37,337	36,000	37,337
Sentra	10,659	9,336	10,659	9,336
Pulsar	5,469	4,178	5,469	4,178
Stanza	5,343	4,981	5,343	4,981
Maxima	7,225	9,477	7,225	9,477
200SX	3,233	4,383	3,233	4,383
300ZX	3,804	4,701	3,804	4,701
Hawaii	267	281	267	281
PEUGEOT	919	959	919	959
PORSCHE	1,654	1,733	1,654	1,733
924S	131	0	131	0
944	415	754	415	754
944S	216	0	216	0
944 Turbo	196	349	196	349
911 Coupe	294	269	294	269
911 Turbo	75	86	75	86
911 Cabriolet	155	101	155	101
928S	172	174	172	174
RENAULT	0	350	0	350
18i	0	150	0	150
Fuego	0	200	0	200
SAAB	3,681	3,129	3,681	3,129
900	786	1,026	786	1,026
900S	1,195	783	1,195	783
900 Turbo	645	586	645	586
9000 Turbo	1,012	734	1,012	734
Tourist	43	35	43	35
SUBARU	8,998	16,740	8,998	16,740
Hatchback	717	1,581	717	1,581
3 Door	735	296	735	296
4-Door Sedan	2,061	5,146	2,061	5,146
XT	989	2,026	989	2,026
Station Wagon	3,910	7,458	3,910	7,458
Brat	264	233	264	233
Justy	322	0	322	0
TOYOTA	29,305	45,285	29,305	45,285
Corolla	5,159	10,888	5,159	10,888
Tercel	4,373	5,711	4,373	5,711
Celica	4,570	9,243	4,570	9,243
Supra	1,942	411	1,942	411
Camry	9,041	11,025	9,041	11,025
Cressida	1,491	2,288	1,491	2,288
Land Cruiser	328	463	328	463
Van	910	1,747	910	1,747
4Runner SR 5	102	514	102	514
MR2	1,050	2,371	1,050	2,371
Hawaii	339	624	339	624
VOLKSWAGEN	5,574	10,505	5,574	10,505
Cabriolet	678	860	678	860
Jetta	3,516	7,629	3,516	7,629
Vanagon	508	781	508	781
Quantum	427	670	427	670
Scirocco	445	565	445	565
VOLVO	12,619	12,080	12,619	12,080
240 Series	6,099	5,935	6,099	5,935
740 Series	5,028	4,588	5,028	4,588
760 Series	1,425	1,161	1,425	1,161
780	1	0	1	0
Tourist	66	396	66	396
YUGO	4,174	2,834	4,174	2,834
IMPORT TOTAL	196,276	237,253	196,276	237,253

Total includes tourist deliveries.

U.S. output of '86 cars declines 1%

By Kathy Barbaglia
AUTOMOTIVE NEWS STAFF REPORTER

U.S. auto production for the 1986 model run dipped 1.11 percent from the 1985 total.

The manufacturers' revised totals show that 7,890,392 cars were assembled during the 1986 model run. That compares with 7,975,390 for the 1985 period.

General Motors reported production of 4,350,839 cars, down 3.11 percent from 4,490,883 in the 1985 model run.

Ford Motor Co. built 1,809,604 cars, a 4.25 percent increase from 1,735,782 in the 1985 model run.

Chrysler Motors' total declined 11.13 percent to 1,168,836 from 1,315,326.

American Motors' 1986 model-run output of 64,873 was 56.80 percent below the prior year's 150,189.

New United Motor Manufacturing Inc., the GM-Toyota joint venture, assembled more than six times as many cars in the 1986 model run as in the 1985 period. The figures were 179,026 vs. 27,943.

The three foreign-based U.S. producers also showed output gains during the 1986 model run. Nissan Motor Manufacturing Co. U.S.A. reported 50,763, up from 17,368. Honda of America Manufacturing Inc. was up 16.76 percent to 181,101 from 155,102, and Volkswagen of America was up 3.08 percent to 85,350 from 82,797.

Automotive Industries to build Indiana plant

TORONTO — Automotive Industries, Strasburg, Va., will construct a $12 million (U.S.) plant in Greencastle, Ind., to make door panels and interior trim for Diamond-Star Motors, Bloomington, Ill., and a Ford plant in Louisville, Ky.

The plant is expected to be completed in September 1987, with full production achieved by late 1988. At that time, the plant will employ 200 persons.

Redpath Industries, parent company of Automotive Industries, estimated the new plant's annual sales at $20.6 million.

OBITUARIES

Nicholas Lattof

ARLINGTON HEIGHTS, Ill. — Dealer Nicholas Lattof, 85, died Jan. 27. He opened the dealership that is now Lattof Chevrolet in 1936. Mr. Lattof was the Time Magazine Quality Dealer of the Year in 1971.

Sidney Trencher

GLEN COVE, N.Y. — Sidney Trencher, 67, founder and president of North Country Motors Ltd., Great Neck, N.Y., and Trencher Motors Ltd., Amityville, N.Y., and Glen Cove, N.Y., died Jan. 7.

Edward F. Moore Jr.

CONSHOHOCKEN, Pa. — Edward F. Moore Jr., 63, president of E.F. Moore Inc. (Chevrolet-Oldsmobile) here, died Feb. 3. Mr. Moore was secretary-treasurer of the Tri-State Chevrolet Dealers Association and former secretary-treasurer of the Philadelphia-Camden Metropolitan Chevrolet Dealers Association.

U.S. CAR OUTPUT, MODEL YEAR 1986 VS. 1985

	1986 Model Year	Pct. of Output	1985 Model Year	Pct. of Output	Pct. of Change '86 vs. '85
AMERICAN MOTORS	64,873	0.82	150,189	1.88	−1.06
Renault Total	64,873	0.82	150,189	1.88	−1.06
Alliance	55,821	0.71	91,664	1.15	−0.44
Encore	9,052	0.11	58,525	0.73	−0.62
CHRYSLER MOTORS	1,168,836	14.81	1,315,326	16.49	−1.68
Plymouth Total	350,573	4.44	393,711	4.94	−0.49
Horizon	144,170	1.83	156,073	1.96	−0.13
Sundance	0	0.00	0	0.00	0.00
Reliant	153,362	1.94	166,966	2.09	−0.15
Caravelle*	44,110	0.56	51,504	0.65	−0.09
Gran Fury	8,931	0.11	19,168	0.24	−0.13
Chrysler Total	367,898	4.66	420,780	5.28	−0.61
Laser	43,210	0.55	58,337	0.73	−0.18
LeBaron	96,760	1.23	101,028	1.27	−0.04
LeBaron GTS	83,478	1.06	70,957	0.89	+0.17
N.Y./E-Class	59,533	0.75	70,143	0.88	−0.12
Fifth Avenue	84,917	1.08	120,315	1.51	−0.43
Dodge Total	450,365	5.71	500,835	6.28	−0.57
Daytona	46,761	0.59	50,107	0.63	−0.04
Omni	136,701	1.73	146,731	1.84	−0.11
Shadow	0	0.00	0	0.00	0.00
Aries	122,167	1.55	141,841	1.78	−0.23
Dodge 600	69,956	0.89	69,352	0.87	+0.02
Lancer	56,627	0.72	50,942	0.64	+0.08
Diplomat	18,153	0.23	41,862	0.52	−0.29
FORD MOTOR	1,809,604	22.93	1,735,782	21.76	+1.17
Ford Division	1,253,525	15.89	1,149,427	14.41	+1.47
Escort	390,227	4.95	364,345	4.57	+0.38
EXP	0	0.00	26,462	0.33	−0.33
Mustang	224,410	2.84	156,514	1.96	+0.88
Tempo	166,078	2.10	201,535	2.53	−0.42
LTD	72,483	0.92	205,535	2.58	−1.66
Taurus	236,362	3.00	0	0.00	+3.00
Thunderbird	163,965	2.08	151,852	1.90	+0.17
Crown Victoria	0	0.00	43,184	0.54	−0.54
L-M Division	556,079	7.05	586,355	7.35	−0.30
Mercury Total	399,240	5.05	419,869	5.26	−0.20
Lynx	71,559	0.91	80,551	1.01	−0.10
Capri	20,869	0.26	18,654	0.23	+0.03
Topaz	46,683	0.59	62,091	0.78	−0.19
Cougar	135,909	1.72	117,274	1.47	+0.25
Marquis	28,582	0.36	104,198	1.31	−0.94
Sable	95,638	1.21	0	0.00	+1.21
Grand Marquis	0	0.00	37,101	0.47	−0.47
Lincoln Total	156,839	1.99	166,486	2.09	−0.10
Continental	19,012	0.25	28,253	0.35	−0.11
Lincoln	117,771	1.49	119,878	1.50	−0.01
Mark VII	20,056	0.25	18,355	0.23	+0.02
GENERAL MOTORS	4,350,839	55.15	4,490,883	56.32	−1.17
Buick Total	850,103	10.77	1,002,906	12.58	−1.80
Skyhawk	91,421	1.16	82,516	1.03	+0.12
Century	274,507	3.48	257,192	3.22	+0.25
Regal	91,230	1.16	124,546	1.56	−0.41
Skylark (X-Car)	0	0.00	93,157	1.17	−1.17
Somerset/Skylark	137,855	1.75	86,071	1.08	+0.67
LeSabre (fwd)	94,972	1.20	0	0.00	+1.20
LeSabre/Electra	18,126	0.23	157,256	1.97	−1.74
Electra	119,854	1.52	136,863	1.72	−0.20
Riviera	22,138	0.28	65,305	0.82	−0.54
Cadillac Total	281,683	3.57	384,840	4.83	−1.26
Cimarron	24,534	0.31	19,890	0.25	+0.06
Cadillac (rwd)	49,137	0.62	51,701	0.65	−0.03
DeVille (fwd)	167,572	2.12	197,093	2.47	−0.35
Eldorado	21,342	0.27	76,401	0.96	−0.69
Seville	19,098	0.24	39,755	0.50	−0.26
Chevrolet Total	1,368,836	17.35	1,418,098	17.78	−0.43
Chevette	103,244	1.31	123,499	1.55	−0.24
Camaro	192,219	2.44	180,018	2.26	+0.18
Cavalier	432,101	5.48	383,785	4.81	+0.66
Celebrity	241,942	3.07	270,418	3.39	−0.32
Citation	0	0.00	62,722	0.79	−0.79
Corsica/Beretta	0	0.00	0	0.00	0.00
Monte Carlo	119,210	1.51	122,057	1.53	−0.02
Chevrolet	245,011	3.11	235,870	2.96	+0.15
Corvette	35,109	0.44	39,729	0.50	−0.05
Oldsmobile Total	1,050,756	13.32	1,165,649	14.62	−1.30
Firenza	46,701	0.59	49,040	0.61	−0.02
Calais	151,291	1.92	106,257	1.33	+0.59
Cutlass Ciera	287,622	3.65	316,753	3.97	−0.33
Cutlass Supreme	169,307	2.15	240,216	3.01	−0.87
88 (fwd)	234,266	2.97	0	0.00	+2.97
88 (rwd)	21,073	0.27	241,765	3.03	−2.76
Olds 98	124,572	1.58	169,433	2.12	−0.55
Toronado	15,924	0.20	42,185	0.53	−0.33
Pontiac Total	799,461	10.13	519,390	6.51	+3.62
Acadian*	21,643	0.27	8,992	0.11	+0.16
Fiero	83,974	1.06	76,371	0.96	+0.11
1000	21,689	0.27	25,855	0.32	−0.05
Firebird	110,483	1.40	95,880	1.20	+0.20
2000 Sunbird	135,101	1.71	111,899	1.40	+0.31
Grand Am	223,596	2.83	82,560	1.04	+1.80
6000	117,887	1.49	35,726	0.45	+1.05
Bonneville	0	0.00	0	0.00	0.00
Safari/Parisienne	85,088	1.08	82,107	1.03	+0.05
HONDA	181,101	2.30	155,102	1.94	+0.35
Civic	2,860	0.04	0	0.00	+0.04
Accord	178,241	2.26	155,102	1.94	+0.31
NISSAN	50,763	0.64	17,368	0.22	+0.43
NUMMI (Nova)	179,026	2.27	27,943	0.35	+1.92
Corolla	0	0.00	0	0.00	0.00
Nova	179,026	2.27	27,943	0.35	+1.92
VOLKSWAGEN	85,350	1.08	82,797	1.04	+0.04
Golf/GTI	85,350	1.08	82,797	1.04	+0.04
Jetta	0	0.00	0	0.00	0.00
Total Cars U.S.	7,890,392	100.00	7,975,390	100.00	

*Built for sale in Canada only.
Percentage rounded.

PRODUCTION

Car output dips to 174,924 after highest week of year

By Kathy Barbaglia
AUTOMOTIVE NEWS STAFF REPORTER

Last week's domestic auto production was pegged at 174,924 cars, 1.49 percent below the previous week's 177,573 but 2.49 percent more than the year-ago week's 170,667.

The prior week's build was the highest for any week since the 178,068 assembled the week ended Dec. 20.

So far this year, 987,231 cars have been produced, 10.74 percent below the 1,106,051 completed last year at this point.

Last week's targeted auto output was split as follows: General Motors, 52.46 percent; Ford Motor Co., 25.20 percent; Chrysler Motors, 13.21 percent; Honda of America Manufacturing Inc., 3.57 percent; New United Motor Manufacturing Inc., 2.29 percent; Nissan Motor Manufacturing Co., U.S.A., 1.67 percent; Volkswagen of America, 1.14 percent; and American Motors, 0.46 percent.

GM has increased its number of indefinite layoffs by 3,500 to 33,500. The company said the layoffs are a result of previously reported scheduled adjustments at various GM assembly and components plants.

GM's Norwood, Ohio, plant will be idle for one week starting Feb. 23 for inventory adjustment. The Norwood plant assembles the Pontiac Firebird and Chevrolet Camaro.

GM's Arlington, Texas, plant remains down for installation of paint equipment. The plant is expected to resume output Feb. 23.

Saturday (Feb. 14) overtime was slated for GM's Lansing, Mich., (No. 1) plant.

Ford's Atlanta and Lorain, Ohio, plants were scheduled for Saturday overtime.

All Ford plants except Wixom, Mich., are slated for daily overtime this week (Feb. 16).

Chrysler's Detroit (Jefferson Avenue), and St. Louis (No. 1) plants were scheduled for Saturday overtime.

Daily overtime is slated this week for the following Chrysler plants: Belvidere, Ill.; Newark, Del.; and Sterling Heights, Mich.

Truck assembly steady at 77,445

Domestic truckmakers have extended their year-to-date lead over 1986.

So far this year, 462,463 trucks have been assembled, 1.39 percent more than the 456,120 built last year at this time.

Last week's scheduled truck production totaled 77,445, 0.95 percent below the previous week's 78,185 but 8.03 percent more than the year-ago week's 71,668.

Ford Motor Co. slated Saturday (Feb. 14) overtime at its Norfolk, Va., and Twin Cities, Minn., plants.

All Ford truck plants are scheduled for daily overtime this week (Feb. 16).

Chrysler Motors' Warren, Mich., plant is slated for daily overtime this week.

Canadian auto production climbs

Canadian automakers scheduled production of 21,451 cars last week, 7.34 percent more than the previous week's 19,985 and slightly higher (0.83 percent) than the year-ago week's 21,275.

Year-to-date, 116,039 cars have been assembled, 9.84 percent below the 128,699 completed last year at this time.

Truck production was estimated at 17,957 units last week, 11.38 percent more than the prior week's 16,123 but 5.21 percent below the year-ago week's 18,943.

So far this year, 96,363 trucks have been built, 19.33 percent below the 119,447 assembled last year at this point.

CANADIAN CAR	Week Ended Feb. 14, 1987	Week Ended Feb. 15, 1986	Week Ended Feb. 7, 1987	Feb. to Date	Jan. 1 to Feb. 15, 1986	Jan. 1 to Feb. 14, 1987
AMERICAN MOTORS	150	0	151	301	1,200	906
FORD MOTOR	11,645	11,231	10,959	22,604	71,651	66,653
GENERAL MOTORS	9,281	9,819	8,502	17,783	54,436	46,430
HONDA	150	0	126	276	0	655
VOLVO	225	225	247	472	1,412	1,395
Total Cars, Canada	21,451	21,275	19,985	41,436	128,699	116,039

U.S. TRUCK☆	Week Ended Feb. 14, 1987	Week Ended Feb. 15, 1986	Week Ended Feb. 7, 1987	Feb. to Date	Jan. 1 to Feb. 15, 1986	Jan. 1 to Feb. 14, 1987
CHEVROLET	21,938	25,177	22,481	44,419	160,531	133,920
DODGE	5,000	0	5,273	10,273	0	28,162
FORD	32,693	29,279	32,806	65,499	186,350	194,692
GMC	7,590	7,231	7,845	15,435	48,327	45,427
NAVISTAR	1,607	1,489	1,280	2,887	9,433	9,093
JEEP	4,537	4,299	4,517	9,054	30,972	26,890
NISSAN	1,730	1,763	1,633	3,363	5,985	10,179
AM GENERAL*	50	50	50	100	322	300
MISCELLANEOUS*	2,300	2,400	2,300	4,600	14,200	13,800
Total Trucks, U.S.	77,445	71,688	78,185	155,630	456,120	462,463

CANADIAN TRUCK	Week Ended Feb. 14, 1987	Week Ended Feb. 15, 1986	Week Ended Feb. 7, 1987	Feb. to Date	Jan. 1 to Feb. 15, 1986	Jan. 1 to Feb. 14, 1987
AMERICAN MOTORS	625	0	642	1,267	0	3,735
CHRYSLER	8,964	8,813	9,324	18,288	57,297	52,896
FORD	3,648	3,582	3,185	6,833	22,381	19,761
GENERAL MOTORS	4,520	6,368	2,776	7,296	38,692	18,775
NAVISTAR	200	180	196	396	1,077	1,196
Total Trucks, Canada	17,957	18,943	16,123	34,090	119,447	96,363
N. American Trucks	95,402	90,631	94,308	189,710	575,567	558,826

•—Includes window van production. *—Estimated
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

U.S. CAR	Week Ended Feb. 14, 1987	Week Ended Feb. 15, 1986	Week Ended Feb. 7, 1987	Feb. to Date	Jan. 1 to Feb. 15, 1986	Jan. 1 to Feb. 14, 1987
AMERICAN MOTORS	800	0	687	1,487	2,823	4,578
Renault Total	800	0	687	1,487	2,823	4,578
Alliance	800	0	687	1,487	2,378	4,578
Encore	0	0	0	0	445	0
CHRYSLER MOTORS	23,100	30,860	27,559	50,659	196,018	152,254
Plymouth Total	8,700	8,025	10,894	19,594	54,927	58,311
Horizon	3,300	2,968	4,016	7,316	19,977	22,374
Sundance	2,000	0	2,415	4,415	0	13,139
Reliant	2,400	3,586	3,197	5,597	25,179	15,901
Caravelle	1,000	1,212	1,266	2,266	8,158	6,897
Gran Fury	0	259	0	0	1,613	0
Chrysler Total	5,200	11,665	6,284	11,484	72,372	33,246
Laser	0	1,120	0	0	6,859	0
LeBaron K	1,700	2,838	2,095	3,795	17,668	10,265
LeBaron J	1,400	0	1,554	2,954	0	8,621
LeBaron GTS	700	2,528	994	1,694	15,647	4,568
New Yorker/E-Class	1,400	1,457	1,641	3,041	9,899	9,792
Fifth Avenue	0	3,722	0	0	22,299	0
Dodge Total	9,200	11,170	10,381	19,581	68,717	60,697
Daytona	700	986	781	1,481	6,629	4,332
Omni	3,000	3,178	3,412	6,412	20,357	19,472
Shadow	1,800	0	2,213	4,013	0	12,014
Aries	2,500	3,027	2,475	4,975	15,916	14,883
Dodge 600	800	1,569	954	1,754	10,640	6,412
Lancer	400	1,860	546	946	12,278	3,584
Diplomat	0	550	0	0	2,897	0
FORD MOTOR	44,075	32,952	43,861	87,936	226,320	257,184
Ford Division	30,455	22,381	30,007	60,462	153,350	175,518
Escort	7,877	7,727	7,642	15,519	50,945	45,077
Mustang	4,600	3,978	5,234	9,834	26,039	28,015
Tempo	4,183	4,077	4,033	8,216	27,458	24,602
Taurus	10,657	2,976	10,365	21,022	25,696	61,240
Thunderbird	3,138	3,623	2,733	5,871	23,212	16,584
L-M Division	13,620	10,571	13,854	27,474	72,970	81,666
Mercury Total	10,792	6,881	10,150	20,942	49,094	59,418
Lynx	1,563	1,337	1,505	3,068	9,392	8,030
Capri	0	365	0	0	2,725	0
Topaz	1,339	1,314	1,306	2,645	9,138	8,047
Cougar	4,667	2,436	4,077	8,744	15,254	24,771
Sable	3,223	1,429	3,262	6,485	12,585	18,570
Lincoln Total	2,828	3,690	3,704	6,532	23,876	22,248
Continental	283	410	370	653	2,789	2,230
Lincoln	2,122	2,767	2,777	4,899	17,916	16,685
Mark VII	423	513	557	980	3,171	3,333
GENERAL MOTORS	91,779	96,571	89,192	180,971	519,346	479,482
Buick Total	14,802	13,800	13,298	28,100	100,411	83,526
Skyhawk	1,771	1,756	668	2,439	11,650	6,533
Century	4,481	3,739	4,338	8,819	33,700	25,416
Regal	1,142	735	1,202	2,344	4,879	6,017
Somerset/Skylark	1,775	1,735	1,860	3,635	13,080	12,532
LeSabre (fwd)	2,260	2,153	1,771	4,031	10,845	12,587
LeSabre/Electra (rwd)	480	261	465	945	1,498	3,530
Electra (fwd)	2,534	3,064	2,625	5,159	22,130	12,997
Riviera	359	357	369	726	2,629	3,914
Cadillac Total	6,934	6,016	6,536	13,470	39,700	42,446
Cimarron	420	423	249	669	2,799	2,832
Allante	45	0	52	97	0	264
Brougham (rwd)	1,820	1,941	1,764	3,584	8,827	10,121
DeVille (fwd)	4,000	3,023	3,779	7,779	23,322	21,712
Eldorado	313	371	265	578	2,783	2,366
Seville	336	258	427	763	1,969	5,151
Chevrolet Total	34,681	30,585	35,142	69,823	213,631	170,880
Chevette	0	2,514	0	0	16,858	0
Camaro	2,500	5,075	2,863	5,363	31,709	11,485
Cavalier	9,020	9,653	7,708	16,728	60,718	44,280
Celebrity	8,257	6,298	8,327	16,584	39,774	49,116
Corsica/Beretta	7,041	0	8,692	15,733	0	31,263
Monte Carlo	1,608	2,374	1,705	3,313	16,673	7,020
Chevrolet	5,615	3,770	5,197	10,812	46,847	23,841
Corvette	640	901	650	1,290	1,052	3,875
Oldsmobile Total	17,668	27,268	17,515	35,183	154,240	92,125
Firenza	624	1,035	349	973	6,578	3,308
Calais	3,025	3,286	2,967	5,992	20,489	16,289
Cutlass Ciera	4,842	7,065	4,737	9,579	44,674	25,535
Cutlass Supreme	1,270	5,868	1,113	2,383	27,502	3,092
88 (fwd)	5,184	6,488	5,604	10,788	29,904	27,841
88 (rwd)	405	444	446	851	3,823	2,553
Olds 98	2,078	2,827	2,032	4,110	19,366	10,574
Toronado	240	255	267	507	1,904	2,833
Pontiac Total	17,694	18,902	16,701	34,395	111,364	90,505
Acadian*	0	482	0	0	1,400	0
Fiero	1,050	2,402	972	2,022	9,526	3,518
1000	0	1,037	0	0	4,122	0
Firebird	2,585	2,724	2,520	5,105	16,970	9,783
2000 Sunbird	2,684	2,910	2,717	5,401	18,526	13,889
Grand Am	6,240	4,069	5,311	11,551	27,979	32,556
6000	1,560	3,484	1,628	3,188	19,575	10,119
Bonneville	3,150	0	3,068	6,238	0	19,099
Safari/Parisienne	425	1,794	465	890	13,264	1,541
HONDA	6,250	3,783	7,247	13,497	23,838	41,848
Civic	2,330	0	2,803	5,133	0	17,927
Accord	3,920	3,783	4,444	8,364	23,838	23,921
NISSAN	2,920	1,787	2,889	5,809	12,481	17,531
NUMMI	4,000	2,970	4,135	8,135	15,010	24,423
Corolla	750	0	838	1,588	0	4,982
Nova	3,250	2,970	3,297	6,547	15,010	19,441
VOLKSWAGEN	2,000	1,744	2,003	4,003	10,217	9,931
Golf/GTI	1,750	1,744	1,753	3,503	10,217	8,681
Jetta	250	0	250	500	0	1,250
Total Cars, U.S.	174,924	170,667	177,573	352,497	1,106,051	987,231
Total Cars, Canada	21,451	21,275	19,985	41,436	128,699	116,039
N. American Cars	196,375	191,942	197,558	393,933	1,234,750	1,103,270
N. American Trucks	95,402	90,631	94,308	189,710	575,567	558,826
North American Cars and Trucks	291,777	282,573	291,866	583,643	1,810,317	1,662,096

*—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

Janesville to build new GM medium

By Louise Kertesz
AUTOMOTIVE NEWS STAFF REPORTER

The Buick-Oldsmobile-Cadillac plant in Janesville, Wis., will build the new Chevrolet and GMC medium-duty truck planned for introduction in the 1990 model year.

The move could eliminate the jobs of 2,000 workers at the Truck & Bus Group's Pontiac Central plant in Pontiac, Mich., which currently builds medium-duty trucks. Production of that truck in Pontiac is expected to end by 1990.

A spokeswoman for the General Motors Truck & Bus Group said that among the factors that influenced the decision were:

Janesville's new local agreement that includes reduced job classifications; a workforce experienced in building trucks; the right-sized production area — one million square feet, versus two million at Pontiac; the Janesville plant's reputation for a high level of quality; and "an excellent labor climate."

The Janesville plant builds full-size GM pickups that are scheduled to be phased out in July. Production of crew cab and cab-chassis models will be transferred from the St. Louis assembly plant to Janesville this summer and will continue until 1989.

The Janesville plant also builds the Cadillac Cimarron and Chevrolet Cavalier.

The decision is another in a series of blows to the city of Pontiac, where GM has announced the closing of a Central Foundry Division plant, the sale of its bus operation and the end of heavy-duty truck production.

Don E. Douglas, president of UAW Local 594, which represents the Pontiac truck plant, said the "only logical reason for GM's decision is to make room for another product." He said that "it would make sense if we picked up the Blazer and Suburban" since Flint will not build them beyond this model year.

Douglas said GM's decision "comes as no surprise to us. We have felt confident that GM has known for some time that the truck would be built in Janesville."

He said his local turned down GM's request to negotiate early on the local contract that expires in the fall. GM wanted a "new, progressive" agreement, he said, eliminating traditional job classifications.

"We have an excellent agreement, and there was no guarantee any jobs would be saved if we tore it up," he said.

The company hasn't proven the value of reducing classifications, Douglas said.

The Pontiac plant, which is divided into East, West and Central divisions, makes the C/K pickup, medium and heavy-duty trucks and coaches, and the S-truck.

The workers who build medium-duty trucks have seniority rights to move to Janesville, Douglas said, but only 1,800 will be needed to build the new truck. Janesville currently has about that number building pickups.

Douglas said the 9,000 members of Local 594 will take a strike vote Feb. 19. He said a thousand grievances have been filed over misclassifying workers, promoting them improperly and trying to eliminate negotiated relief time.

2/25/87 C 2700-1

Automotive News

February 23, 1987

©Entire contents copyright 1987, by Crain Communications, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

61st year—$50.00 per year, $1.25 per copy

EPA is facing tough decision on air in cities

By Geoff Sundstrom
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — EPA Administrator Lee Thomas is between a rock and a hard place. At the end of this year as many as 70 metropolitan areas of the United States will not comply with federal ozone control limits.

If Thomas proposes strict pollution control measures to enforce the clean air standards, his agency risks a severe public outcry. Those measures could include gasoline rationing or other restrictions on vehicle operation.

If he does not propose effective ozone control measures, the agency will have to impose sanctions against non-attainment areas. Those sanctions include bans on future construction of polluting facilities, loss of federal highway construction money and the loss of federal funds for water treatment facilities.

Faced with these two equally undesirable alternatives, Thomas went before the House subcommittee on Health and the Environment last week to ask for advice. All he received was a reminder that he is the chief environmental protection official of the United States and that Congress wants the law enforced.

That is because Congress is also in a difficult position. When Congress passed the Clean Air Act it directed EPA to set the ozone standards on the basis of what science believes is healthy for humans. Under the law, EPA is barred from considering the feasibility of meeting the standard or its potential cost when determining how much pollutant can be allowed in the air.

Congress must insist that the limits be observed, it seems, or risk criticism for ignoring public health. EPA is already being sued by various public interest groups for not proposing ozone control strategies.

Thomas was told by subcommittee chairman Henry Waxman, D-Calif., that the best Congress can do is to pass an even tougher clean air law this year that might contain another extension of the ozone control deadline. Waxman said the extension would be "conditioned on strengthening (EPA's) regulatory powers and implementation of many of the measures that can achieve greater progress toward attainment."

One of the ozone control measures refered to by Waxman is the control of gasoline vapor that escapes into the air during vehicle refueling. Gasoline vapor is a volatile organic compound that reacts with nitrogen oxide and sunlight to form ozone. In the stratosphere, ozone acts to protect the earth from the sun's ultraviolet rays. At ground level, ozone is a pollutant that is associated with a variety of respiratory ailments.

Keys in these P&G products will allow 750 lucky consumers to win Chevy Corsica, Beretta or truck

GIVEAWAY: *Chevy, P&G join hands in $50 million promotion*

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — Chevrolet and Procter & Gamble Co. will team up to merchandise Chevrolet's new Corsica, Beretta and pickup truck in what the automaker believes is the largest cross-promotional effort ever.

Procter & Gamble will commit nearly $40 million to the promotion and the advertising of it; Chevrolet will give away 750 vehicles, worth about $10 million.

There is no cost to dealers to participate in the program.

The promotion, which begins April 25, works like this: Plastic keys will be placed inside seven Procter & Gamble products — Tide, Bounty, Crest, Charmin, Folger's, Pampers and Downy.

The keys can be taken to the local Chevrolet dealership where they will be placed under a black light installed in a Corsica, Beretta or truck floor model. By viewing the key under the light, the dealership personnel will be able to tell if the key is a winner.

Winners may choose a 1987 Corsica or Beretta or a 1988 Chevy full-size pickup. Those who hold keys that are not instant winners will be eligible for a drawing in which more vehicles will be given away.

Chevrolet said it is interested in the promotion because 98 percent of U.S. households use one or more of the Procter & Gamble products included in the merchandising effort.

The promotion is intended to stimulate Chevrolet showroom traffic by requiring that the keys be brought into the dealership and by requiring that the person bringing in the key sit in one of the vehicles being promoted.

It is expected to attract many women, and Chevrolet has been particularly aggressive in going after the women's market. It also is intended to draw non-Chevrolet buyers. Chevrolet

see GIVEAWAY, page 56

Car output will drop in 2nd quarter

By Kathy Barbaglia
AUTOMOTIVE NEWS STAFF REPORTER

The car production forecast for the second quarter is a bit lower than last year's output, but all eyes are on General Motors. Analysts believe that GM will have to make further cutbacks or extend its incentives.

The second quarter domestic industry forecast of 2,062,069 is down 4.46 percent from the 2,158,227 built during the same period of 1986.

GM's second-quarter forecast of 1,142,708 cars is only 1.52 percent below the 1986 total of 1,160,346, but several analysts said that further trimming may be necessary.

SECOND QUARTER AUTO PRODUCTION
1987 forecast vs. 1986 actual

	1987	1986	% change
GM	1,142,708	1,160,346	– 1.52
Ford	433,000	496,955	–12.87
Chrysler	279,000	352,168	–20.78
AMC	9,850	16,040	–38.59
Honda	84,455	51,871	+62.82
NUMMI	52,000	55,121	–5.66
Nissan	36,256	—	—
VW	24,800	25,726	–3.60
Industry	2,062,069	2,158,227	– 4.46

"If the domestic sales rate remains above 7.5 million, which is certainly encouraging, GM may not need to make drastic production cuts," said Scott Merlis, of Morgan Stanley. "If sales go down to a 5.8 million rate like we saw in January, the production planners will have to go back to the drawing board."

Does the answer lie in scaling back production or in offering incentives? Merlis believes that unlike 1986, GM is leaning toward cutting production.

Wendy Beale, analyst for Smith Barney, Harris Upham & Co., said the use of incentives will depend upon how aggressive GM decides to be to increase its market share.

On that note, said analyst Mike Luckey, of Shearson Lehman Brothers, GM would be better off adjusting its schedule to keep inventory in line with sales. With the present production forecast, he said, GM will end up with an approximate 85-90 day-supply during the second quarter. The industry norm is about 60-65 days.

GM will be more inclined to cut production than to expand incentives, added David Healy, of Drexel Burnham Lambert Inc. Its production

see OUTPUT, page 59

'Team and tech' is SAE theme

By Al Fleming
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — "Teamwork and Technology" is the theme of the 1987 SAE International Congress, which opens today (Feb. 23) at Cobo Hall here.

Meeting highlights will include: a sold-out banquet of nearly 5,000 to hear guest speaker Donald E. Petersen, chairman of Ford Motor Co.; a family night program featuring Bob Bondurant, race-car driving expert; more than 450 exhibitors, including 40 new ones; and almost 700 technical presentations.

An emphasis will be placed on powerplants (50

see SAE, page 30

Mercedes-Benz engineer Klaus Sandkuhl examines an 1891 Daimler engine which is on display at SAE show

Market control in U.S. shifting to megadealers

By Edward Lapham
AUTOMOTIVE NEWS STAFF REPORTER

Megadealers, superdealers or just "the big guys." It doesn't really matter what you call them, multi-franchise dealers are growing in number — and growing fast.

Although there is no clear consensus about how many franchises a dealer must have to be considered a megadealer — two, three, five or more — most experts believe that within the next 10 years, those marketing and sales behe-

see MEGADEALERS, page 55

NEWSPAPER

0303229Ø8 0300 87Ø8 COMP ZR2 20814
ACØ EDITOR SRI
CONGRESSIONAL INFO SERV
4520 EAST-WEST HWY STE8
BETHESDA MD 20814

door Legend
ns Acura lineup
Page 3

Union, maker leaders differ on '87 goals
Page 40

Ford beats GM in profits
Page 58